CLAIMS

What Is Claimed Is:

- 1. A label for a product comprising:
 - a) a base adapted to be affixed to said product;
 - b) an electronic display panel affixed to said base and not associated with the inherent functioning of the product; and
 - a programmable circuit operatively connected to said display panel,
 said programmable circuit being programmed to output label
 information to said display panel for display thereon
- 2. The label according to claim 1 wherein said display panel is a liquid crystal display.
- 3. The label according to claim 2 wherein said liquid crystal display includes a backlight.
- 4. The label according to claim 3 further including a power switch to alternately turn the power to said backlight on and off.
- 5. The label according to claim 2 further including a plurality of screen images associated with said display panel which can be selectively displayed on the display panel by the user.
- 6. The label according to claim 5 further including an input device to manually change the screen image.
- 7. The label according to claim 5 wherein said screen images include a logo screen.

- 8. The label according to claim 5 wherein said screen images include at least one product information screen.
- 9. A method for labeling a product that does not include a display as an inherent feature of the product, said method comprising:
 - a) attaching an electronic display to the product; and
 - b) programming the electronic display to display label information.
- 10. The method according to claim 9 wherein the electronic display is a liquid crystal display.
- 11. The method according to claim 9 wherein the step of programming said display comprises programming the display to display multiple screen images.
- 12. The method according to claim 11 wherein the electronic display includes an input device to manually change said screen images.
- 13. The method according to claim 11 wherein said screen images change automatically without input from the user.
- 14. The method according to claim 12 wherein said input device comprises a pressure-activated button on said display.
- 15. The method according to claim 12 wherein said input device comprises a touch screen.

- 16. A method for labeling a product, said method comprising:
 - a) attaching an electronic display to the product, wherein said electronic display is not associated with the inherent functioning of the product;
 and
 - b) programming the electronic display to display label information.
- 17. The label according to claim 16 wherein said display panel is a liquid crystal display.
- 18. The label according to claim 17 wherein said liquid crystal display includes a backlight.
- 19. The label according to claim 18 further including a power switch to alternately turn the power to said backlight on and off.
- 20. The label according to claim 17 further including a plurality of screen images associated with said display panel which can be selectively displayed on the display panel by the user.
- 21. The label according to claim 20 further including an input device to manually change the screen image.
- 22. The label according to claim 20 wherein said screen images include a logo screen.

23. The label according to claim 20 wherein said screen images include at least one product information screen.